

WALKER ET AL.	ATTORNEY DOCKET NO.: 03-034
SYSTEM AND METHOD FOR AWARDING PRIZES IN A LOCAL EDITION OF AN ONLINE GAME	

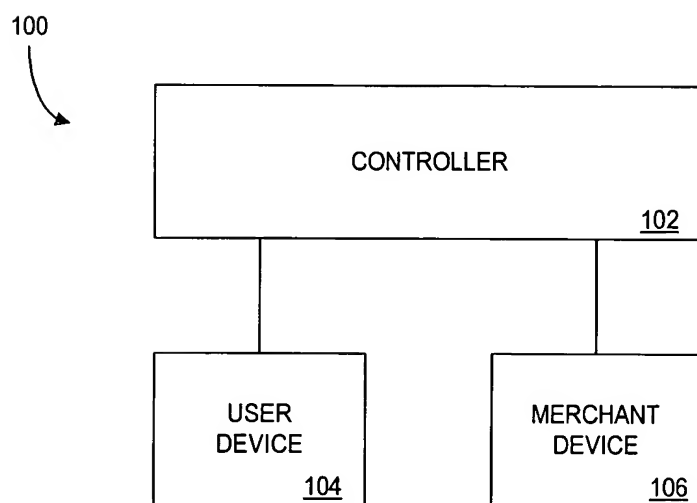


FIG. 1

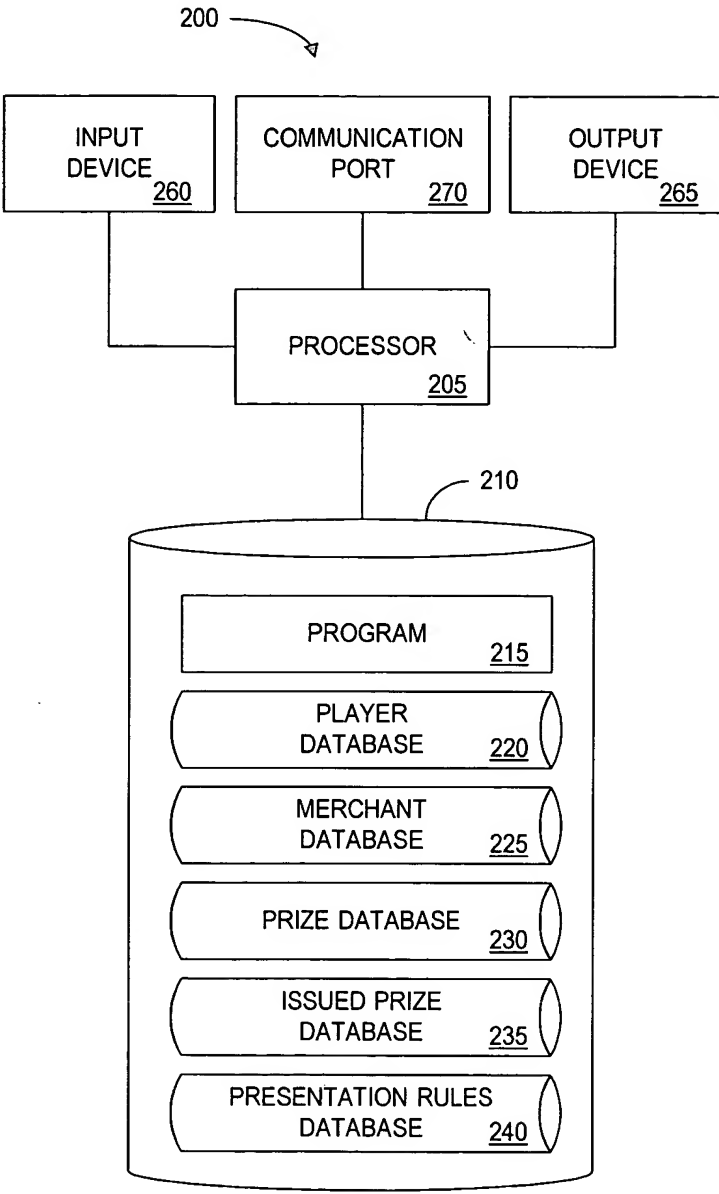


FIG. 2

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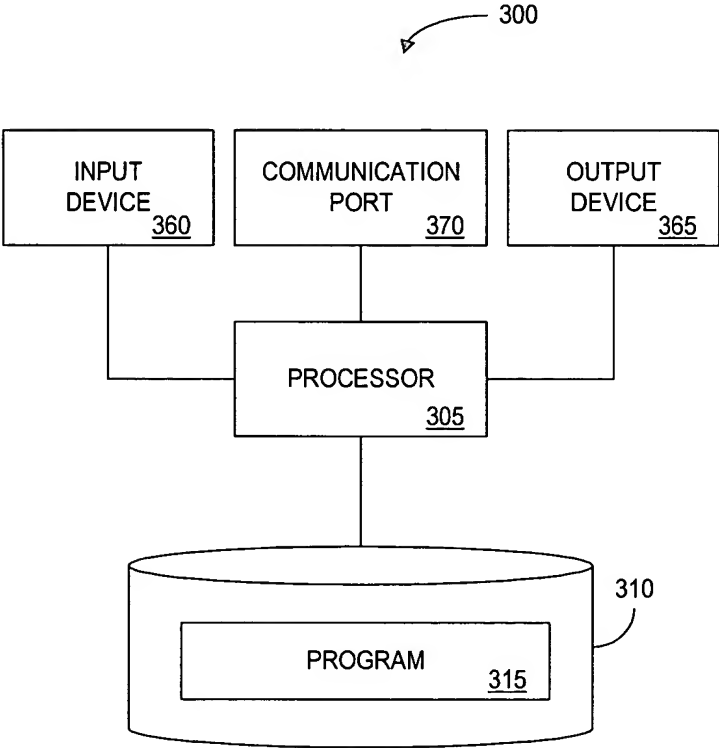


FIG. 3

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400 →

PLAYER IDENTIFIER 402	NAME 404	FINANCIAL ACCOUNT IDENTIFIER 406	ADDRESS 408	EMAIL ADDRESS 410	DEMOGRAPHIC INFORMATION 412	GEOGRAPHIC PREFERENCE 414
P-568249	BOB SMITH	ACCT 99 003	27 DEVON AVE. SMALLVILLE, CT 99699	SMITHB@ SITE.ORG	MARRIED	STAMFORD, CT
P-568250	JIM RED	5424 5555 8910 3218 VISA - 03/2005	14 SMITH LANE BIGTON, CT 99690	BIGRED@ CT.COM	2 CHILDREN	BIGTON, CT
P-568245	JOE GREEN	99 818 5555	(203) 555-2123	JGREEN@ WEB.COM	HIKER, CYCLIST	STAMFORD, CT

FIG. 4

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500 

MERCHANT IDENTIFIER 502	MERCHANT NAME 504	ADDRESS 506	GEOGRAPHIC INFORMATION 508	CATEGORY 510	DESCRIPTION 512
M-28001	MARIO'S PIZZA	43 RICH AVE. DARIEN, CT 99699	FAIRFIELD COUNTY	RESTAURANT	"DINNER MENU: CHICKEN CUTLET \$6.95..."
M-28002	LUIGI'S PIZZA	11 JONES ST. STAMFORD, CT 99690	STAMFORD; DARIEN	RESTAURANT; TAKE-OUT	"GREAT FOOD AT GREAT PRICES"
M-28003	SUPER-CLEAN CAR WASH	(203) 555-2998	BIGTON; STAMFORD	AUTOMOTIVE SERVICES	"SINCE 1987"

FIG. 5

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600



PRIZE IDENTIFIER 602	MERCHANT IDENTIFIER 604	DESCRIPTION 606	PRIZE CATEGORY 608	NUMBER OF UNITS AVAILABLE 610	CONDITIONS 612
MP-MCP-001	M-28001	12 INCH CHEESE PIZZA	DINNER ENTREE	74	MON-FRI 8PM-10PM
LP-MCP-001	M-28002	12 INCH CHEESE PIZZA	DINNER ENTREE	37	N/A
SC-MCP-002	M-28003	REGULAR WASH	CAR WASH	42	TUESDAY ONLY

FIG. 6

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700 →

ISSUED PRIZE IDENTIFIER 702	PLAYER IDENTIFIER 704	DATE ISSUED 706	EXPIRATION DATE 708	REDEMPTION DATE 710
MP-MCP-001-01	P-892133	OCT 15, 2003 15:40	NOV 15, 2003	N/A
MP-MCP-001-02	P-446581	OCT 15, 2003 15:41	NOV 01, 2003	N/A
MP-MCP-001-03	P-616800	OCT 15, 2003 15:45	NOV 15, 2003	N/A
SC-MCP-002-01	P-892133	OCT 15, 2003 15:40	N/A	OCT 21, 2003
SC-MCP-002-02	P-971234	OCT 15, 2003 16:04	NOV 08, 2003	NOV 01, 2003

FIG. 7

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800 →

<div>RULE IDENTIFIER</div> <div>802</div>	<div>PRESENTATION RULE DESCRIPTION</div> <div>804</div>	<div>SUBJECT</div> <div>806</div>
PR-01	DO NOT SHOW ANY PRIZES FROM <MERCHANT> IF PLAYER LIVES IN BIGTON, CT	M-28001;M-28002
PR-02	PRESENT TWICE THE NUMBER OF OFFERS IF PLAYER HAS MORE THAN THREE CHILDREN	N/A
PR-03	DO NOT PRESENT ANY <CATEGORY> PRIZES IF PLAYER ACCEPTED <CATEGORY> PRIZE IN SAME WEEK	FOOD; HAIRCUT
PR-04	SHOW ALL PRIZES FROM <MERCHANT> IF PLAYER SELECTS BIGTON, CT EDITION	M-28003
PR-05	ALWAYS INCLUDE GAME QUESTION ABOUT <MERCHANT> UNTIL 03/25/05	M-28007
PR-06	INCLUDE BANNER AD FOR <MERCHANT> ON GAME SCREEN	M-28037

FIG. 8

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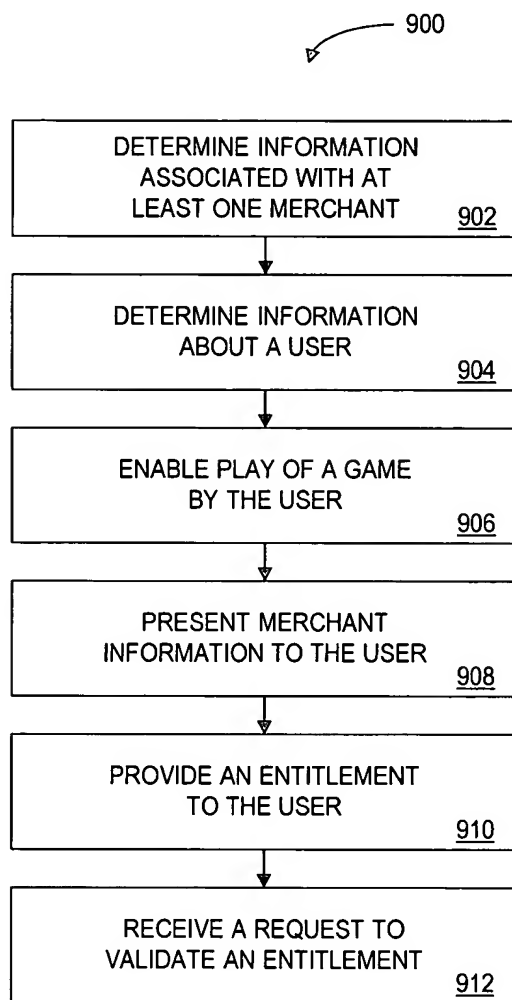


FIG. 9

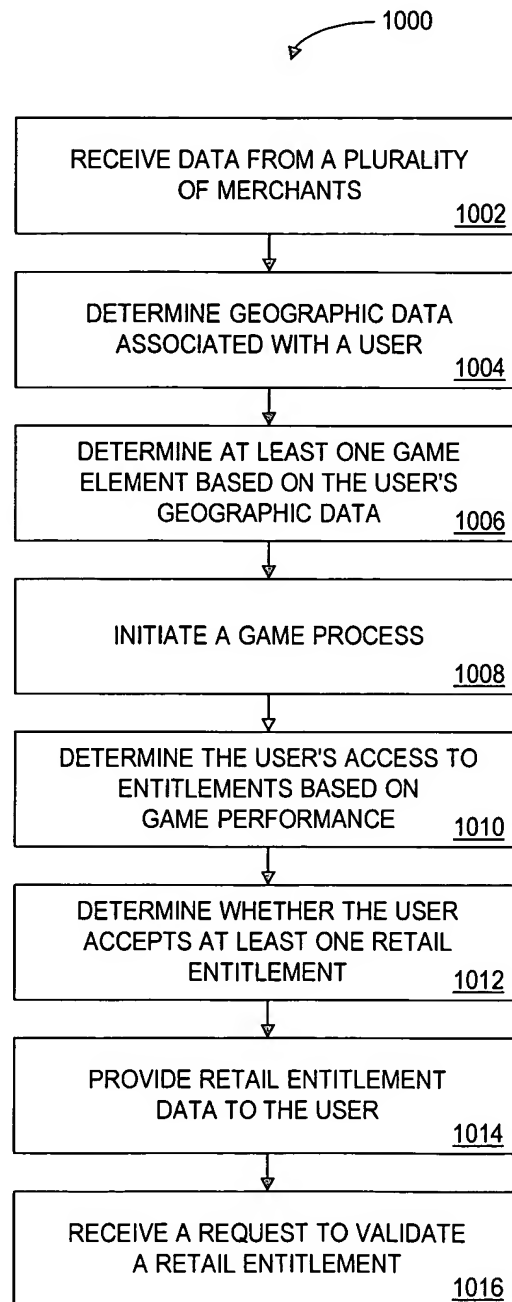


FIG. 10

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STAMFORD EDITION

<p>1 LARGE CHEESE PIZZA</p> <p>JOE'S PIZZA</p>	<p>1 DOUBLE SCOOP OF ICE CREAM</p> <p>DON'S</p>	<p>1 REGULAR HAIR CUT</p> <p>SAM'S SALON</p>
<p>1 SUIT CLEANED</p> <p>JANE'S CLEANERS</p>	<p>DELUXE CAR WASH</p> <p>LINDA'S</p>	<p>1 SHOE SHINE</p> <p>BILL'S SHOE SHINERS</p>

***WHICH THREE OF THE ABOVE PRODUCTS
HAVE THE HIGHEST RETAIL PRICES?***

CLICK TO MAKE YOUR SELECTIONS...

FIG. 11

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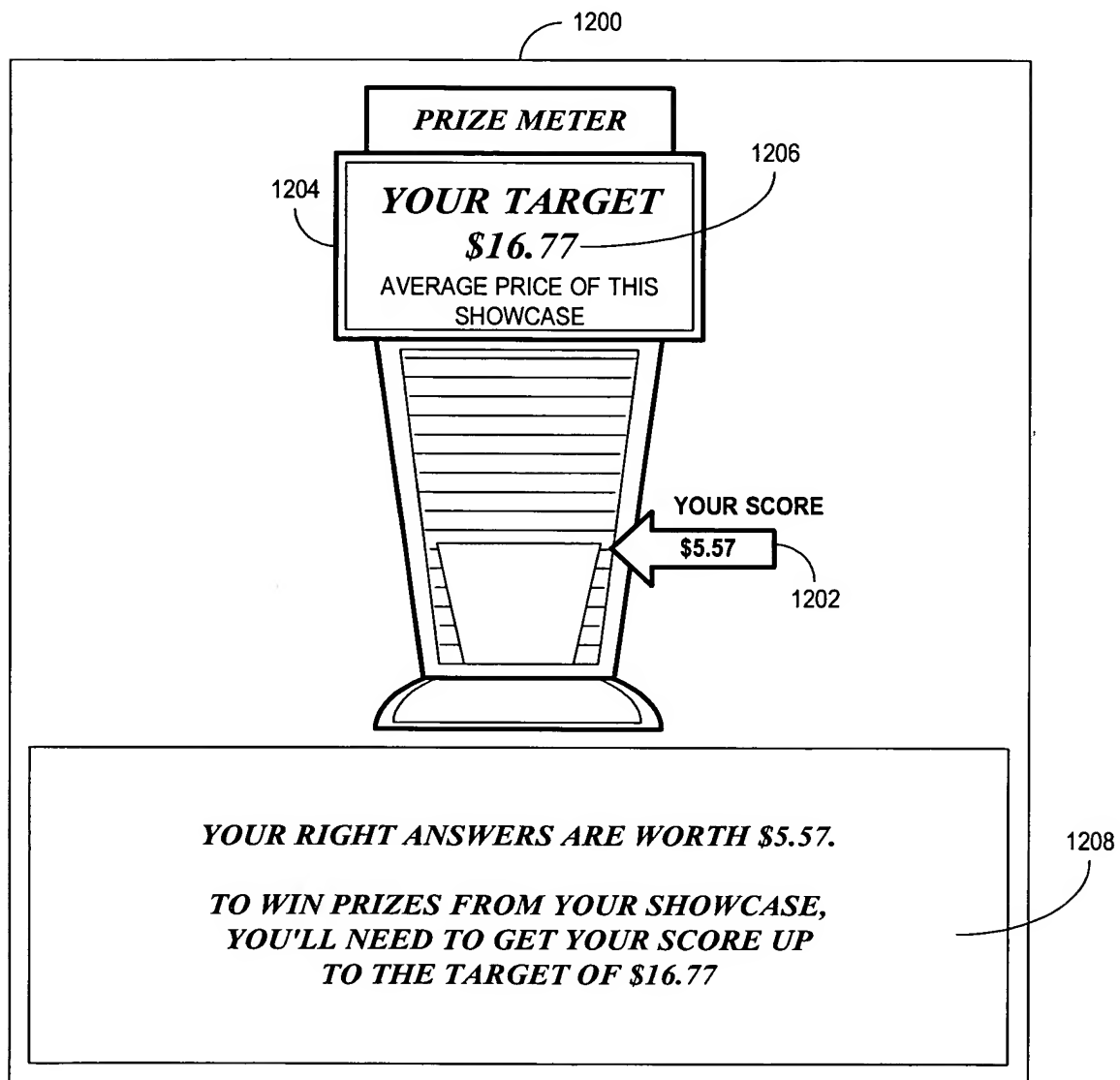


FIG. 12

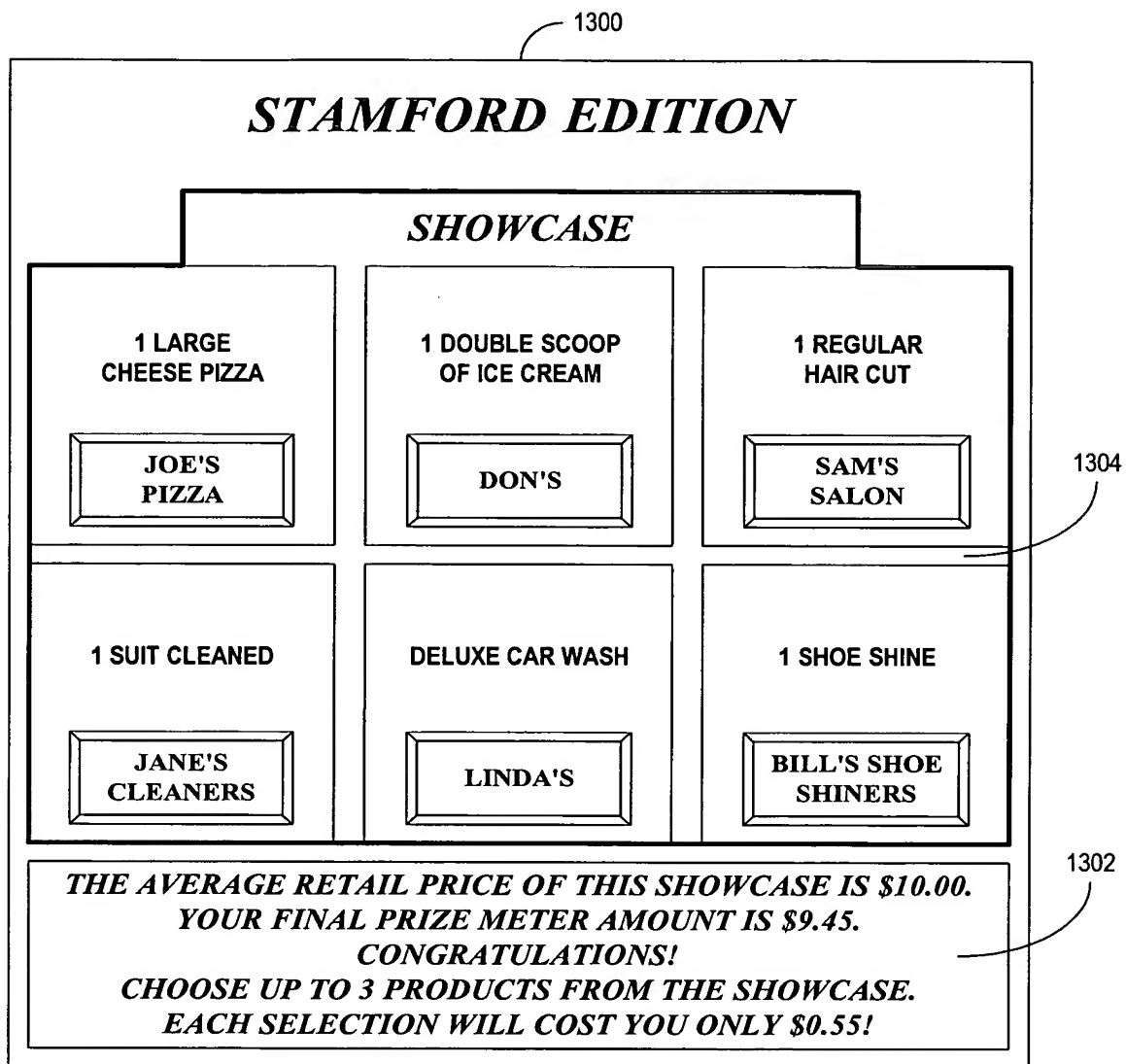


FIG. 13